



GRAPHIC BRAND STANDARD & STYLE GUIDE

WSDOT'S VISUAL IDENTITY

NOVEMBER 2018

CONTENTS

| | |
|-------------------------------------------------|----|
| OUR VISUAL IDENTITY | 1 |
| LOGOS | 2 |
| RULES FOR LOGO SIZE AND POSITIONING..... | 3 |
| LOGOS: STANDARDS AND GUIDELINES | 4 |
| RULES FOR CO-BRANDED INTERNAL LOGO USE | 5 |
| LOGOS: EXCEPTIONS | 6 |
| LOGOS: EXCEPTIONS | 7 |
| COLORS..... | 8 |
| PRIMARY WSDOT COLOR PALETTE..... | 8 |
| COLOR PALETTES: EXCEPTIONS | 9 |
| CHART STYLES AND COLOR ORDER..... | 10 |
| COLOR ORDER | 10 |
| PIE CHARTS..... | 10 |
| BAR CHARTS | 11 |
| LINE CHARTS..... | 12 |
| AREA CHARTS..... | 12 |
| ICONS..... | 13 |
| INFOGRAPHICS | 13 |
| MAPS..... | 14 |
| TYPOGRAPHY..... | 17 |
| IMPORTANCE OF WHITE SPACE..... | 18 |
| GRAPHIC IDENTITY EXAMPLES..... | 19 |
| PHOTOS | 20 |
| GENERAL DESIGN DOS AND DON'TS..... | 22 |
| POWERPOINT PRESENTATIONS..... | 23 |
| AGENCY VIDEO STANDARDS AND BEST PRACTICES | 24 |
| ADA AND TITLE VI INFORMATION | 27 |

OUR VISUAL IDENTITY

The brand is an idea in the consumer's mind about a product, a service, a company or in our case, an agency. We continue to build a strong brand that stands out and builds a positive reputation.

A WSDOT brand portrays the idea of service delivery, accountability and transportation benefits. It is important to use every opportunity to strengthen the WSDOT brand within our agency and with the public, stakeholders and the Legislature.

WSDOT's graphic identity is the visual expression of a brand. Branding begins with the name and brand mark or logo which serves as a base for communication tools that increase awareness and provide consistency.

The brand is reinforced through the consistent use of logo, fonts, layout, color and art. Deviation from these guidelines dilutes our overall message to the people we serve as an agency.

Following the agency guidelines for logo usage, maps, photos and color theory strengthens the WSDOT brand and makes it easier for the public, media and elected officials to get the information they desire and understand our business.

LOGOS

There are two approved WSDOT logos:

1. ACRONYM

Approved in 2015 by the WSDOT Executive team, the acronym WSDOT logo is the primary logo. This should be used on all WSDOT documents such as brochures, folios, Web pages, posters and presentations.

The benefits of this logo are that it works well in limited space and can be seen and recognized quickly, such as on highway signage or very small items, like pens. The logo should appear in only PMS 335* (green), black, or reversed in white.



2. TWO-LINE

The horizontal two-line logo is our secondary logo. This logo should appear on any WSDOT documentation that is used or produced for audiences outside of Washington state. This is also the primary logo choice for agency letterheads. The logo should appear in only PMS 335* (green), black, or reversed in white.



3. SOCIAL MEDIA

Flying T in social media and mobile

Social media sites, where an icon is a necessary component of the site, may require the use of the Flying T alone. These situations are rare and require the full agency name to be identified elsewhere on the page.

Please remember, while you may have become accustomed to the WSDOT logo, external audiences probably won't recognize that the Flying T mark represents our agency unless it is coupled with the logotype.



* If converting to CMYK for process printing, use C=97, M=6, Y=69, K=19

RULES FOR LOGO SIZE AND POSITIONING

POSITION

- The WSDOT logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. This also includes the distance of the logo from the edge of a document.
- Clear space is developed from the bottom of the circle to the top of the "T" in the logo.
- Minimum clearance is the height of the "T" on all sides.

ACRONYM

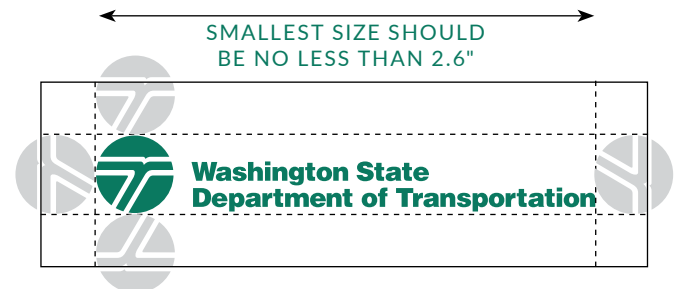
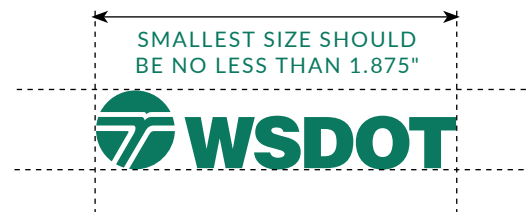
- The smallest size should be no less than 1.875" in width (width sets the precedent for height). This size should work for most standard printed pieces, i.e. folios, one pagers, forms, etc.

TWO-LINE

- The smallest size should be no less than 2.6" in width.
-

LARGE FORMAT

- For larger formats, the logo should increase proportionally.



11 x 17
130 %



18 x 24
210%



24 x 36
280%



LOGOS: STANDARDS AND GUIDELINES

Below are examples of what cannot be done to the approved WSDOT logos/logotypes.

DO NOT

- Re-typeset the logotype Washington State Department of Transportation or substitute any other typeface, font weight or style in the logotype.



- Change the size relationship of the logo elements.



- Squeeze, stretch or condense the logo out of proportion.



- Print the logo in more than one color unless specifically noted in the standards for that logo.



- Outline the logo.



- Set logo on an angle or rearrange the logo and text.



- Combine other elements with the logo.



- Add a drop shadow to the logo



- Place logo on low contrasted background image



- Add other words to the logotype (for exceptions, see Rules for co-branded logo use. For internal use only!—pg 7)



RULES FOR CO-BRANDED INTERNAL LOGO USE

The purpose of internal branding is to provide our offices, modes, and divisions their own unique identifiers while at the same time maintaining constancy of our ONE DOT look and feel. WSDOT internal branding is an in-the-family version of the WSDOT's external branding.

Internal branding for an office, mode, or division must be created by the Graphics office only at the request of a division director and must adhere to usage guidelines outlined below:

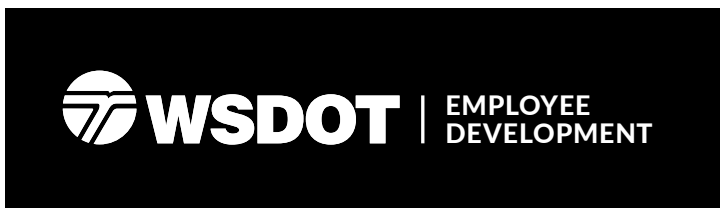
They can ONLY be used for INTERNAL:

- Word documents
- PowerPoint presentations (i.e. training)
- Folios
- Posters
- Miscellaneous internal collateral

They are NOT to be used for EXTERNAL:

- Publications or documents
- PowerPoint presentations
- Folios or one-pagers
- Posters
- Websites
- Use on both internal and external web pages

The logo lockup has vertical and horizontal options. A request for a co-branded logo should be made to WSDOT Graphics at graphics@wsdot.wa.gov.



LOGOS: EXCEPTIONS

AMTRAK

Amtrak Cascades is a joint service paid for and managed by WSDOT and the Oregon Department of Transportation (ODOT). The two states contract with Amtrak to operate the service. This relationship with ODOT and Amtrak means some design standards for Amtrak-related materials deviate from WSDOT-specific style.



- The Amtrak Cascades service has its own logo—with the copyright owned by Amtrak—that is used on trains, publications and marketing.
- It features the words Amtrak Cascades with a stylized mountain range between the words.
- The fonts are Helvetica Bold and Bauer Bodoni.
- The color palette is Cascade Evergreen (PMS 560C) and Cascade Nugget (PMS 730C).
- The logo may appear in white or black as needed.

Amtrak Cascades' marketing campaigns may deviate from WSDOT design-specific standards based on specific promotions or campaigns, but items still must adhere to the agency's overall professional and ethical standards.

All publications by WSDOT's rail, freight and ports division, such as folios, presentation boards, PowerPoint presentations and news releases, will follow WSDOT graphic design standards.

LOGOS: EXCEPTIONS

WASHINGTON STATE FERRIES

Rules for WSF logo use

- The logo should appear in only PMS 335* (green), black, PMS 314** (blue), or reversed in white.
- The screened areas of the logo are 30% of the one color printed.
- The logo can also be used without the tinted stripes.
- The logotype Washington State Ferries should never be re-typeset.
- Do not use the ferry symbol by itself.

* If converting to CMYK for process printing, use C=97, M=6, Y=69, K=19

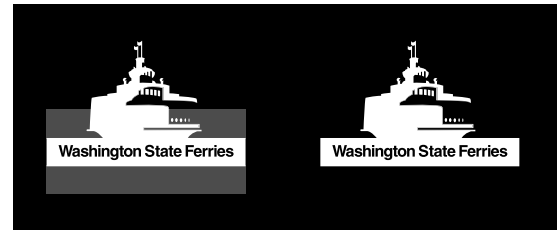
** If converting to CMYK for process printing, use C=100, M=5, Y=14, K=17



Pantone 335 WSF Logo

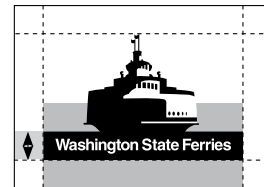


Pantone 314 WSF Logo



Clear space

A clear space equal to the height of the center text bar should be maintained around the entire logo. This helps to preserve the integrity of the identity and to prevent other forms from being incorporated into the logo.



CONNECTING WASHINGTON

Funding packages such as Connecting Washington and initiatives directed by the Governor's office such as Results WSDOT are examples of customized branding with their own unique logo.



COLORS

WSDOT's color palette is a group of colors approved for use on agency publications and marketing materials. Consistent use of the color palette is necessary to maintain the integrity of our graphic identity. Certain programs within WSDOT will have different colors palettes, including: Connecting Washington, Tolling, Alaskan Way Viaduct and Replacement Program, SR 520 Bridge Replacement and HOV Program, and Washington State Ferries. The graphic designer assigned to your project will select the colors from the approved palettes that most appropriately represent the purpose of the document and its intended audience.

Refer to the color palettes on the following page for the approved agency colors. The palettes also include tints (screens) of the ink colors (80%, 60%, and 40%). The primary color for WSDOT is PMS 335. If converting to CMYK for process printing use C=100, M=0, Y=65, K=30. These approved color palettes should also be followed for other media, including video and electronic materials.

PRIMARY WSDOT COLOR PALETTE

| PMS 433 | | |
|--------------------------------------|----------------------------------------|-----------------------------------------|
| CMYK: 90, 68, 41, 90 | | |
| RGB: 29, 37, 45 | | |
| HEX: 1D252D | | |
| RGB: 74, 81, 87 HEX: 4A5157 | RGB: 119, 124, 129 HEX: 77C81 | RGB: 165, 168, 171 HEX: A5A8AB |

| PMS 7722 | | |
|----------------------------------------|-----------------------------------------|-----------------------------------------|
| CMYK: 89, 0, 45, 72 | | |
| RGB: 0, 81, 81 | | |
| HEX: 005151 | | |
| RGB: 51, 116, 116 HEX: 337474 | RGB: 102, 151, 151 HEX: 669797 | RGB: 153, 185, 185 HEX: 99B9B9 |

| PMS 335 - PRIMARY | | |
|----------------------------------------|-----------------------------------------|-----------------------------------------|
| CMYK: 100, 0, 65, 30 | | |
| RGB: 0, 123, 95 | | |
| HEX: 007B5F | | |
| RGB: 51, 149, 127 HEX: 33957F | RGB: 102, 176, 159 HEX: 66B09F | RGB: 153, 202, 191 HEX: 99CABF |

| PMS 354 | | |
|----------------------------------------|-----------------------------------------|-----------------------------------------|
| CMYK: 81, 0, 92, 0 | | |
| RGB: 0, 177, 64 | | |
| HEX: 00B140 | | |
| RGB: 51, 193, 102 HEX: 33C166 | RGB: 102, 208, 140 HEX: 66D08C | RGB: 153, 224, 179 HEX: 99E0B3 |

| PMS 375 | | |
|----------------------------------------|-----------------------------------------|-----------------------------------------|
| CMYK: 46, 0, 90, 0 | | |
| RGB: 151, 215, 0 | | |
| HEX: 97D700 | | |
| RGB: 172, 223, 51 HEX: ACDF33 | RGB: 193, 231, 102 HEX: C1E766 | RGB: 213, 239, 153 HEX: D5EF99 |

| PMS 577 | | |
|-----------------------------------------|-----------------------------------------|-----------------------------------------|
| CMYK: 35, 2, 58, 0 | | |
| RGB: 169, 196, 127 | | |
| HEX: A9C47F | | |
| RGB: 186, 208, 153 HEX: BAD099 | RGB: 203, 220, 178 HEX: CBDCB2 | RGB: 221, 231, 204 HEX: DDE7CC |

COLOR PALETTES: EXCEPTIONS

CONNECTING WASHINGTON

PMS 7722

CMYK: 89, 0, 45, 72
RGB: 0, 81, 81
HEX: 005151

PMS 335

CMYK: 100, 0, 65, 30
RGB: 0, 123, 95
HEX: 007B5F

PMS 354

CMYK: 81, 0, 92, 0
RGB: 0, 177, 64
HEX: 00B140

TOLLING

PMS 519

CMYK: 65, 95, 9, 40
RGB: 89, 49, 95
HEX: 59315F

PMS 335

CMYK: 97, 6, 69, 19
RGB: 0, 123, 95
HEX: 007B5F

PMS 375

CMYK: 46, 0, 90, 0
RGB: 151, 215, 0
HEX: 97D700

ALASKAN WAY VIADUCT AND REPLACEMENT PROGRAM

PMS Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000

PMS 1585

CMYK: 0, 61, 97, 0
RGB: 255, 106, 19
HEX: FF6A13

PMS 447

CMYK: 50, 30, 40, 90
RGB: 55, 58, 54
HEX: 373A36

SR 520 BRIDGE REPLACEMENT AND HOV PROGRAM

PMS 335

CMYK: 100, 0, 65, 30
RGB: 0, 123, 95
HEX: 007B5F

PMS 433

CMYK: 90, 68, 41, 90
RGB: 29, 37, 45
HEX: 1D252D

PMS 447

CMYK: 50, 30, 40, 90
RGB: 55, 58, 54
HEX: 373A36

WASHINGTON STATE FERRIES

PMS 335

CMYK: 100, 0, 65, 30
RGB: 0, 123, 95
HEX: 007B5F

PMS 375

CMYK: 46, 0, 90, 0
RGB: 151, 215, 0
HEX: 97D700

PMS 3125

CMYK: 84, 0, 18, 0
RGB: 0, 174, 199
HEX: 00AEC7

PMS 314

CMYK: 100, 5, 14, 17
RGB: 0, 127, 163
HEX: 007FA3

PMS 1585

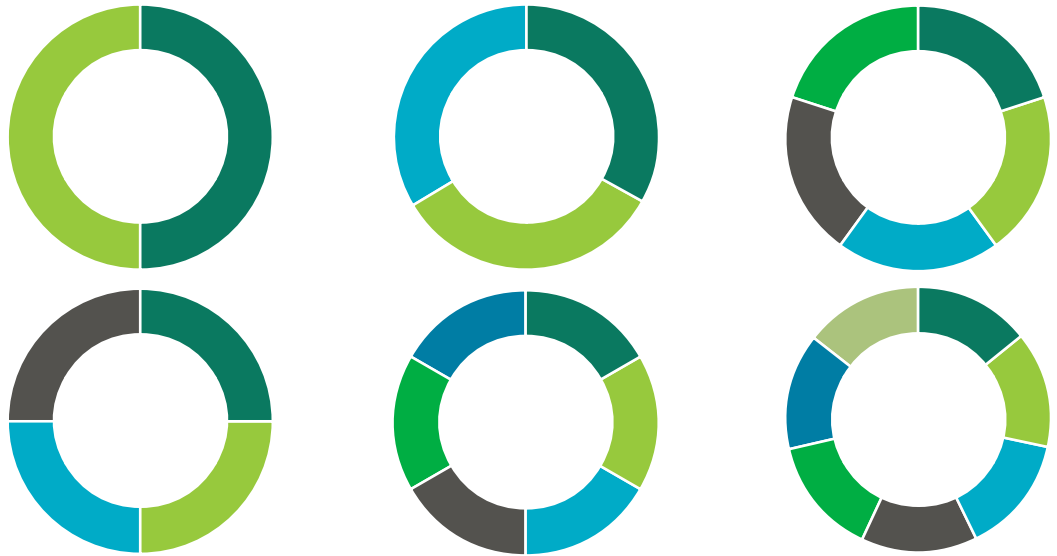
CMYK: 0, 61, 97, 0
RGB: 255, 106, 19
HEX: FF6A13

CHART STYLES AND COLOR ORDER

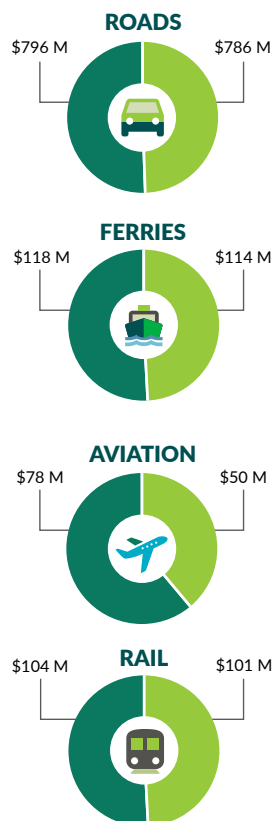
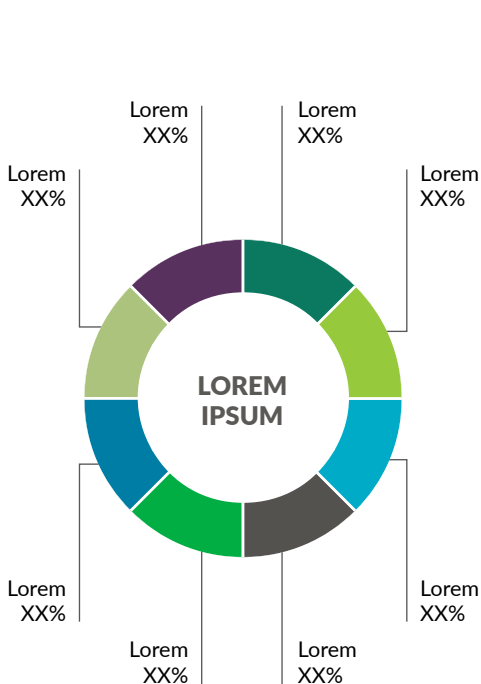
WSDOT's chart styles should be clean, well-organized and easy-to-read. Where possible, there is a specified order that the colors should appear on each chart. The order of the colors have been chosen to provide a balanced palette that alternates darker and lighter colors for better readability. Font size should be no less than 8 pts and no more than 10 pts. Lines should be .5 pt PMS 447 or 80% black. Grid lines behind graphics should be 20% black or 40% white in front of graphics. The white lines in pie charts should be 1 pt.

COLOR ORDER

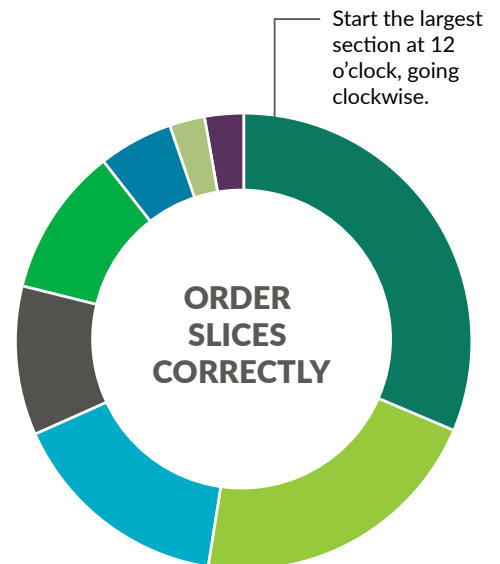
| | |
|---|-------------------|
| 1 | PANTONE 335 |
| 2 | PANTONE 375 |
| 3 | PANTONE 3125 |
| 4 | PANTONE 447 (80%) |
| 5 | PANTONE 354 |
| 6 | PANTONE 314 |
| 7 | PANTONE 577 |
| 8 | PANTONE 519 |



PIE CHARTS



Pie charts are used for **MAKING PART-TO-WHOLE** comparisons with discrete or continuous data. They are most impactful with a small data set.



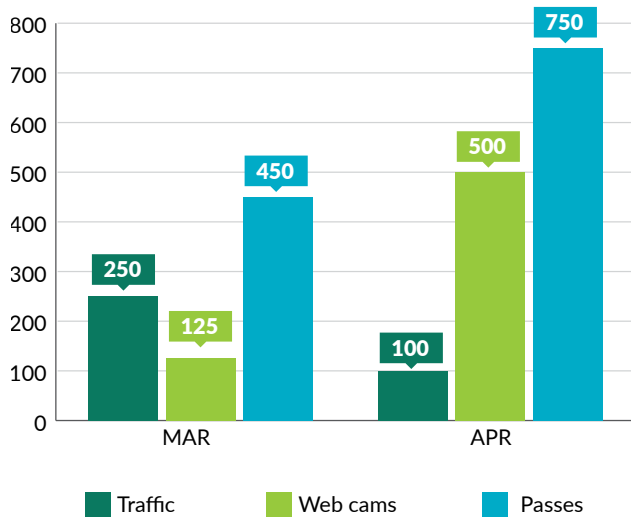
DONUT

Stylistic variation of a pie chart that enables the inclusion of a total value or design element in the center.

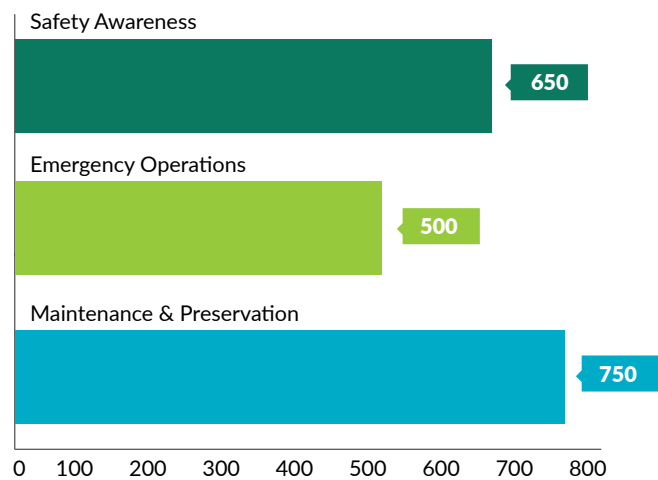
Place remaining sections in descending order, going clockwise.

BAR CHARTS

PAGE VIEWS, BY MONTH



CONTENT PUBLISHED, BY CATEGORY



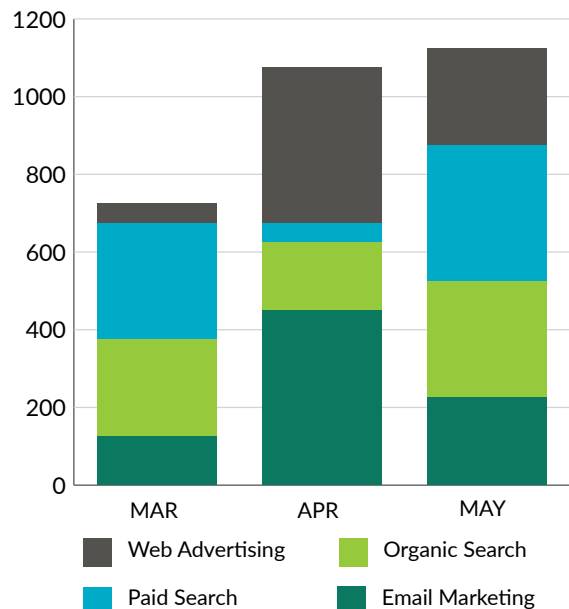
VERTICAL (COLUMN CHART)

Used for **CHRONOLOGICAL DATA** (time-series should always run left to right).

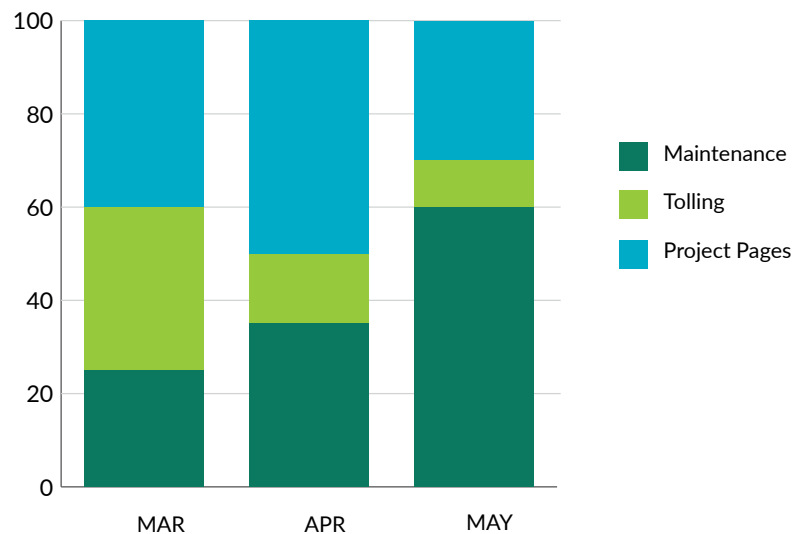
HORIZONTAL

Used for data with **LONG CATEGORY LABELS**.

MONTHLY TRAFFIC, BY SOURCE



PERCENTAGE OF CONTENT PUBLISHED, BY MONTH



100% STACKED

Used when the total value of each category is unimportant and **PERCENTAGE DISTRIBUTION OF SUBCATEGORIES** is the primary message.

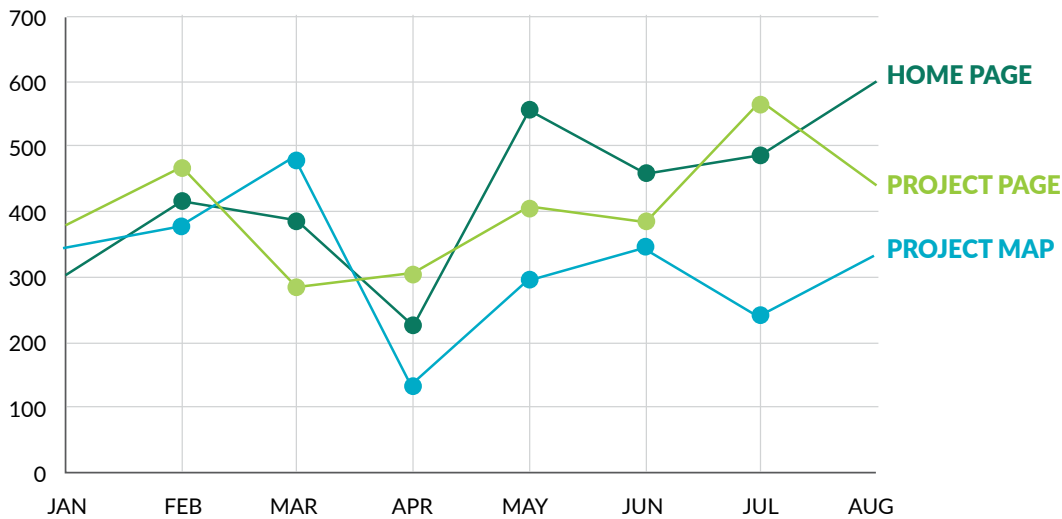
STACKED

Used when there is a need to compare **MULTIPLE PART-TO-WHOLE** relationships.

LINE CHARTS

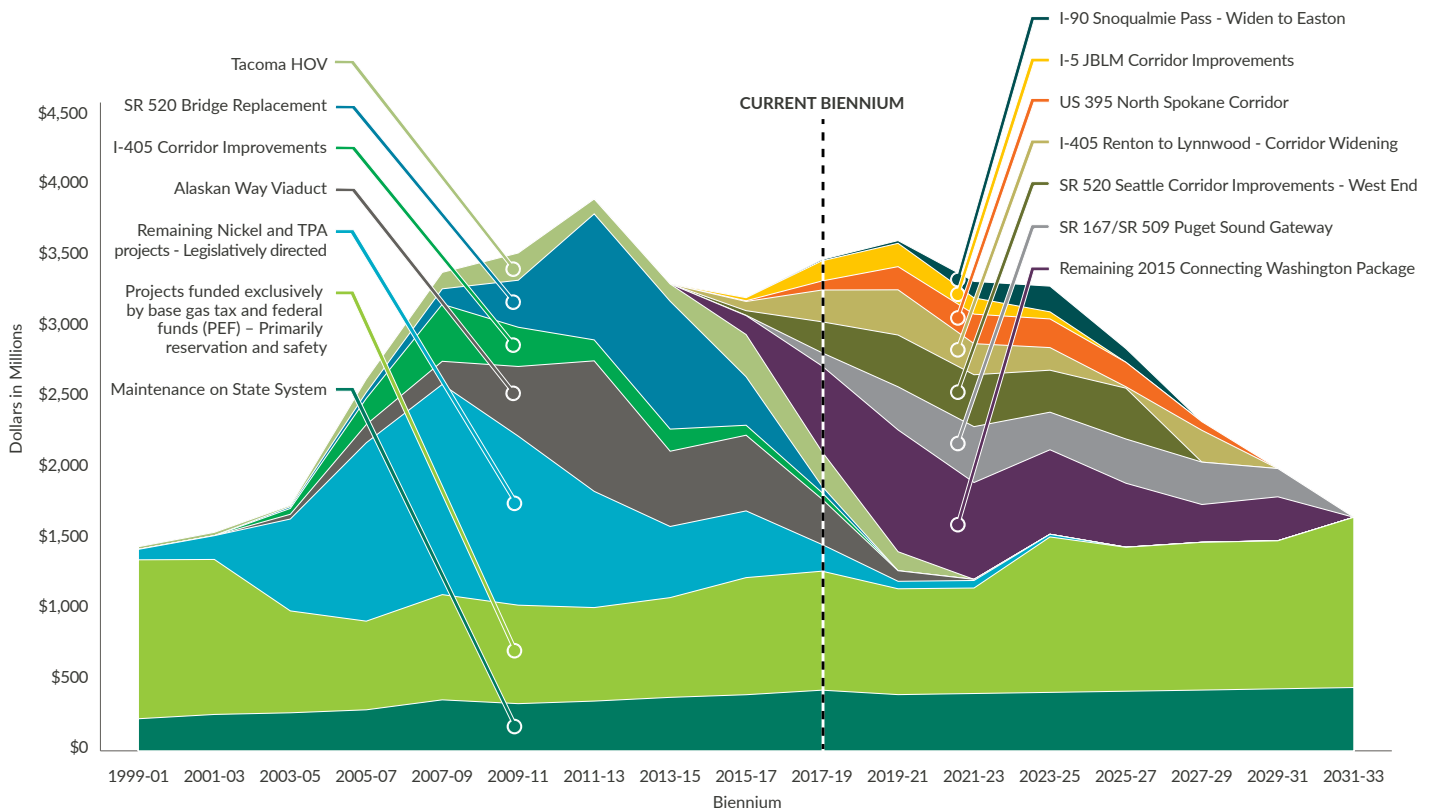
Line charts are used to show **TIME-SERIES** relationships with continuous data. They help show trend, acceleration, deceleration, and volatility.

PAGEVIEWS, BY MONTH



AREA CHARTS

An area chart displays **QUANTITATIVE** data. Area charts are most commonly used to show overall trends in data over time.



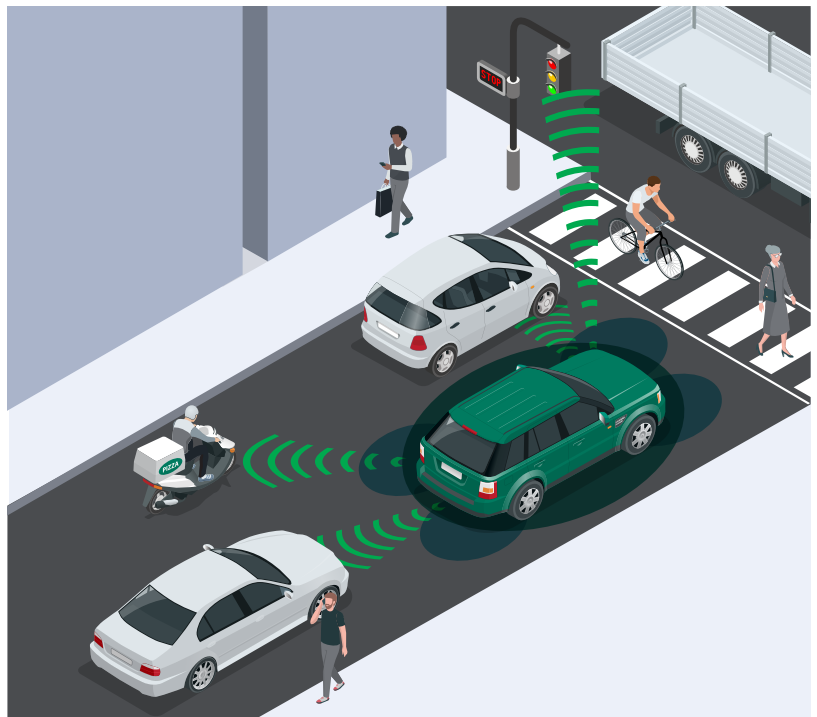
ICONS

- Icons should help the user absorb and process information more efficiently while providing visual interest.
- Icons should be relevant to the content and simple in design.
- Icons should be used to draw attention to your content, not to diminish or replace it.
- Icons should not be used to represent complex thought processes, ideologies, or concepts.



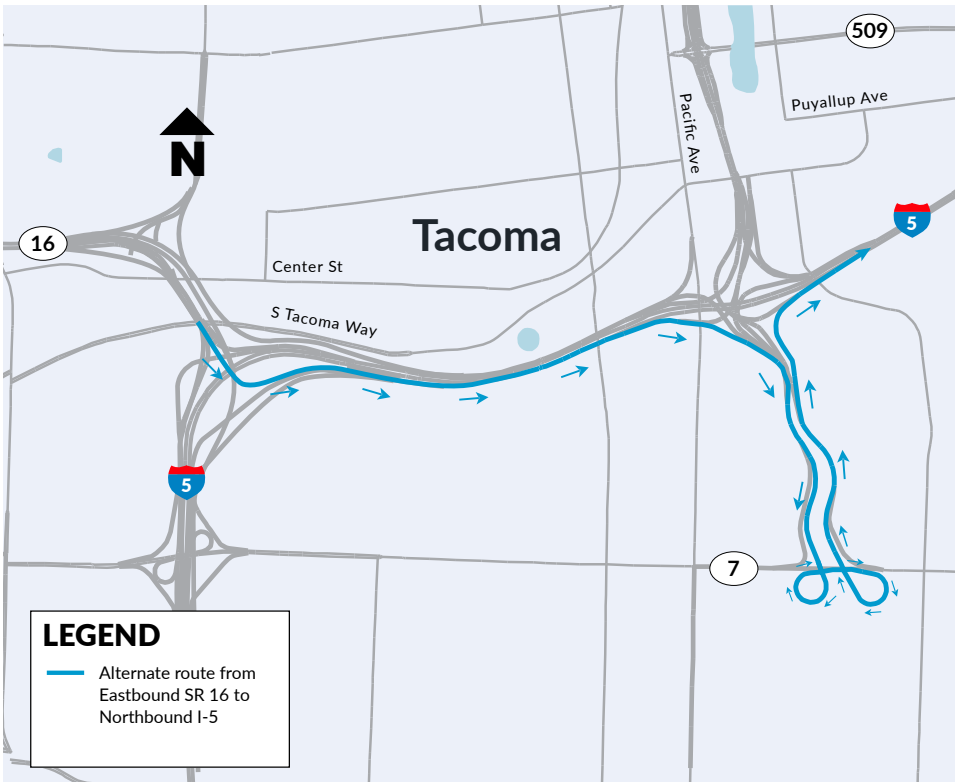
INFOGRAPHICS

Infographics should be used to convey data and statistics quickly and accurately in a visually interesting and compelling format.








MAPS



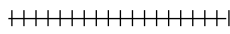







Using maps is an important way to illustrate details about your project location, phases, etc. WSDOT has developed map standards so readers know what to expect when viewing maps.













COLORS

| | | |
|-------------------------------------------------------------------------------------|------------------|----------------------|
|  | LAND | CMYK: 6, 3, 0, 0 |
|  | WATER | CMYK: 42, 3, 13, 0 |
|  | PROJECT | CMYK: 0, 59, 90, 0 |
|  | ROADS | CMYK: 0, 0, 0, 40 |
|  | NON-STATE | CMYK: 56, 46, 45, 11 |

MAP SYMBOLS

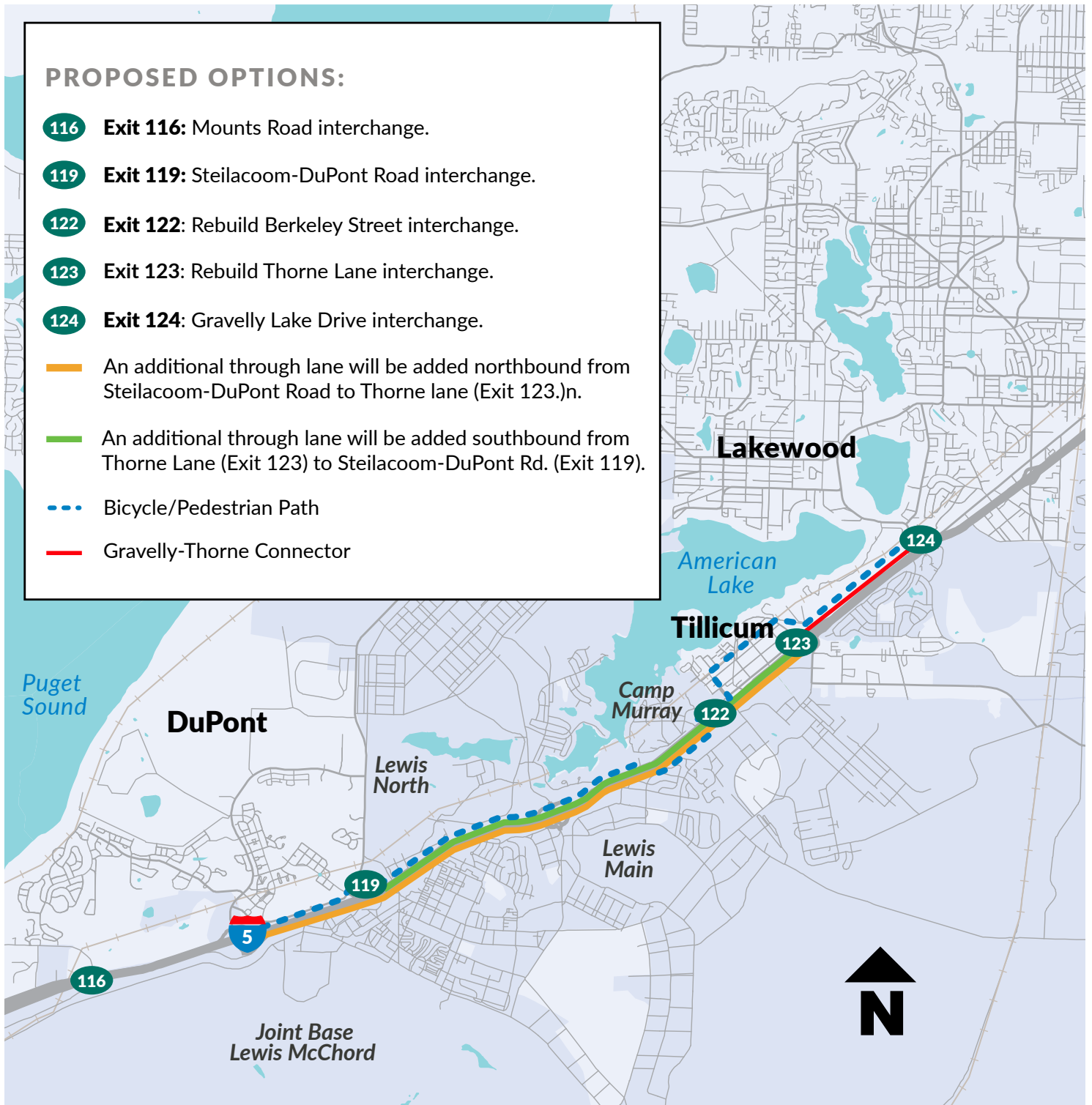
| | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| DETOUR  | CONSTRUCTION  | |
| RAILROAD TRACKS  Two strokes stacked stroke 1: solid stroke 2: 6pt dash: .5 gap 4pt | FERRY ROUTES  PMS Process Blue dash: 5.5pt gap: 2.5pt butt cap | |
| CLOSURE  | EXITS  | ARROW  |
| SHIELDS    | | |

ALTERNATE ROUTE COLORS

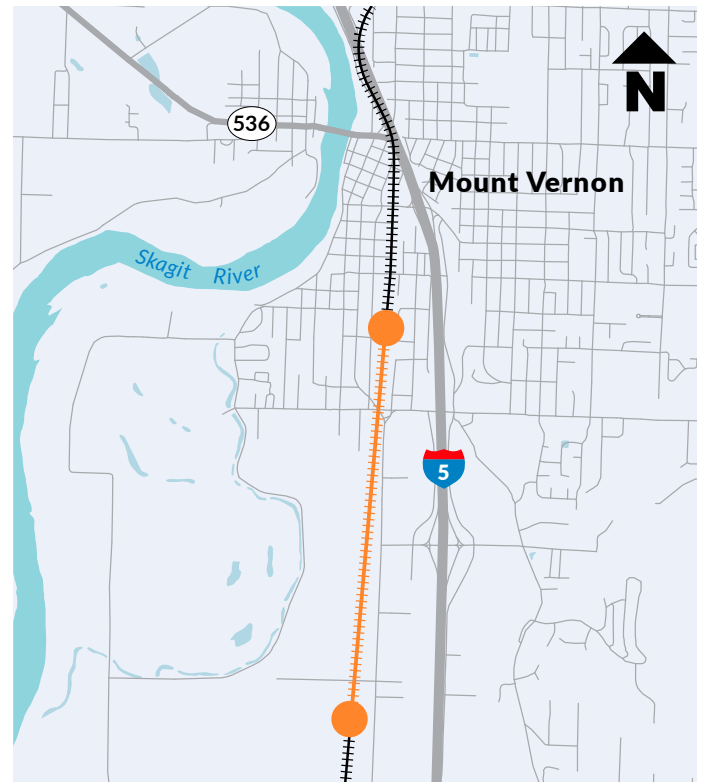
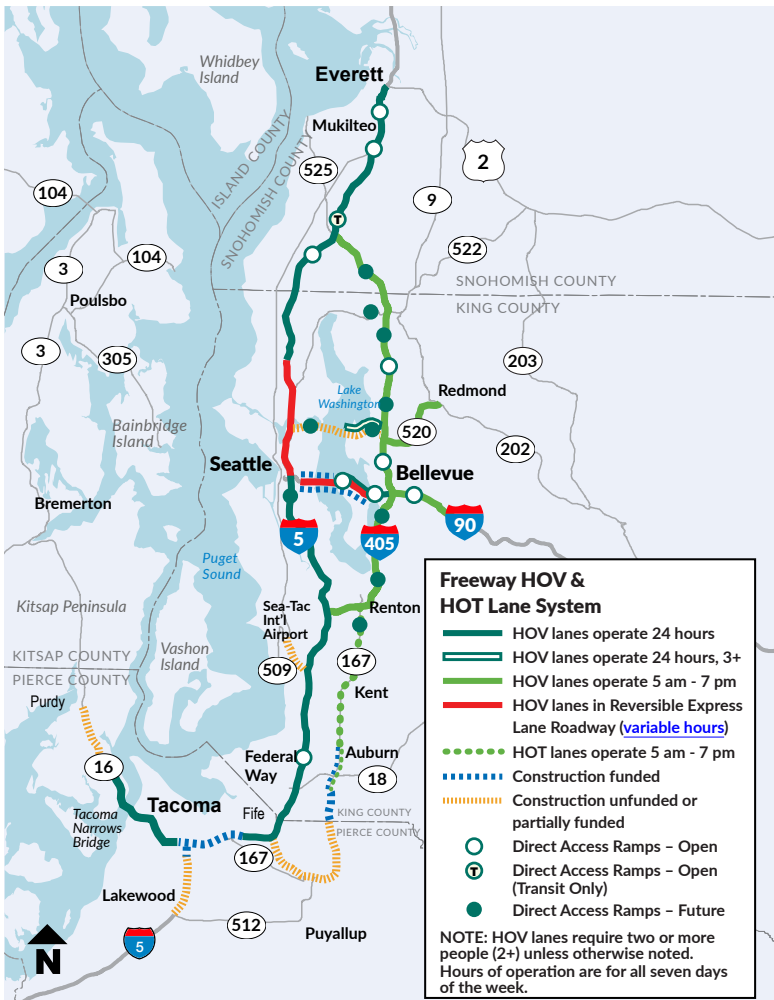
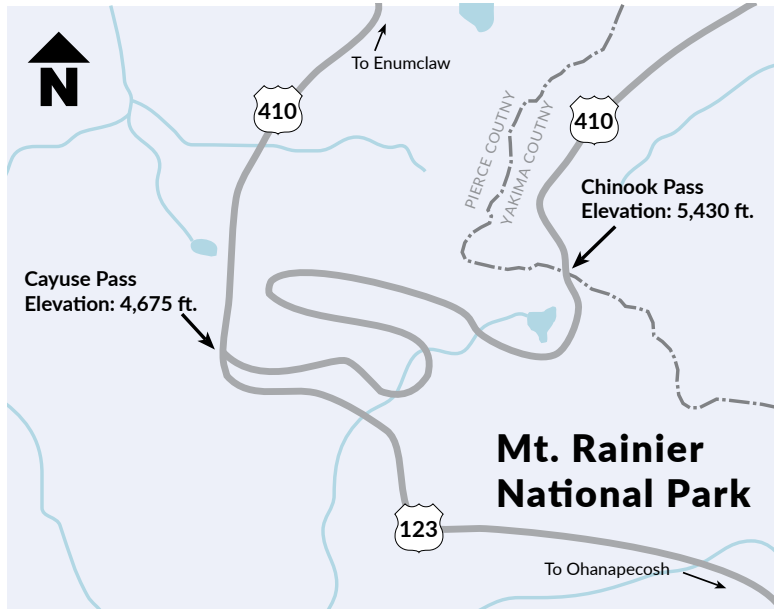
| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
|  PMS Red 32 |  PMS 7549 |
|  PMS 335 |  PMS 375 |
|  PMS 2415 |  PMS 3125 |
|  PMS 368 dash: 1pt gap: 4.5pt rounded cap |  PMS Process Blue dash: 2pt gap: 2pt butt cap |
|  PMS Process Blue dash: 3pt gap: 6pt rounded cap |  PMS 7549 dash: 1pt gap: 1pt butt cap |

PROPOSED OPTIONS:

- 116 Exit 116:** Mounts Road interchange.
- 119 Exit 119:** Steilacoom-DuPont Road interchange.
- 122 Exit 122:** Rebuild Berkeley Street interchange.
- 123 Exit 123:** Rebuild Thorne Lane interchange.
- 124 Exit 124:** Gravelly Lake Drive interchange.
- An additional through lane will be added northbound from Steilacoom-DuPont Road to Thorne lane (Exit 123.)n.
- An additional through lane will be added southbound from Thorne Lane (Exit 123) to Steilacoom-DuPont Rd. (Exit 119).
- - - Bicycle/Pedestrian Path
- Gravelly-Thorne Connector



WSDOT GRAPHIC BRAND STANDARD AND STYLE GUIDE



Project information is represented in orange line with dots at the beginning and end of the project. Projects that cover a small area or distance can be indicated with a single dot.

TYPOGRAPHY

Consistent use of type is vital for a strong graphic identity.

WEB-USE: LATO

This is a highly readable font and should be used on all web publications.

PRINT-USE: LATO

It should be used in documents produced in desktop publishing programs such as InDesign. It is also available in Regular, Italic, Bold and Bold Italic.

Additional options within this font family can be used with discretion. These are: Medium, Semi-bold, Heavy, and Black. Due to poor readability, Hairline, Thin, and Light should not be used.

Exception: Arial should be used in desktop programs such as Microsoft Word or PowerPoint.

TYPE SIZE

The WSDOT standard paragraph style for publications is 11-point type with 14-point spacing between the lines. If readability is an issue, a larger font size is necessary. We suggest a font size no larger than 14 point and a font size no smaller than 9 point.

ITALIC AND BOLD TYPE

Use italic type appropriately — in small doses. A large amount of italic text is hard to read. Bold type should be used primarily for headlines and headings. In body copy, bold type should emphasize a point — multiple sentences or a full paragraph of bold text has the effect of shouting at your audience and will reduce receptivity to the message.

Italic type should not be used on websites due to poor readability. Text that is bold italic and underlined is overkill.

UNDERLINED TYPE

Do not underline text as this is reserved for hyperlinks.

LATO

AaBbCcDd
12345678

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
pqrstuvwxyz

1234567890

To be used for Web documents and documents produced in desktop publishing programs such as InDesign.

ARIAL

AaBbCcDd
12345678

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

To be used for documents produced in Microsoft Word and PowerPoint.

IMPORTANCE OF WHITE SPACE

Professional designers actively employ white space. It's not just the space left over after everything has been placed on the page; it's a separate, vital design element.

WHY WHITE SPACE IS USED

1. It separates elements on a page. This is the fundamental reason to use white space. Without it, your page looks cluttered and messy. Readers won't be able to tell what words relate to the images, and it is hard to read (so it probably wouldn't be read). Used properly, white space allows the reader's eye to take a break from content.
2. It improves readability and comprehension.
3. White space between paragraphs and around blocks of text actually helps people understand what they are reading better. According to research in 2004, this kind of white space increases comprehension by almost 20%. http://www.humanfactors.com/newsletters/yeah_but_can_you_give_me_a_reference.asp
4. It helps to create balance and therefore increase attention.

White space can be a powerful way of drawing the users attention to a particular screen element. To a non-designer, the most obvious way to make something stand out is to make it bigger. However, often surrounding the item with whitespace can be just as effective. Additionally, white space gives the document, poster or presentation a fresh, modern feel.

GRAPHIC IDENTITY EXAMPLES

The examples that follow show publications using the graphic identity. The results are an attractive, consistent design, usable across all programs in the agency to reinforce WSDOT's identity.

Washington state National Highway Freight Program Investments, FFY 2016-2020

| Project Name | Project Owner | NHFP | Total Project Funding |
|-------------------------------------------------------------|------------------------------|---------------------|-----------------------|
| Multimodal Projects | | | |
| South Terminal Modernization Project Phase II | Port of Everett | \$1,812,000 | \$39,477,000 |
| Port Community Technology System | Northwest Seaport Alliance | \$1,500,000 | \$3,000,000 |
| Big Pasco Intermodal Rail Reconstruction | Port of Pasco | \$1,300,000 | \$1,700,000 |
| State Projects | | | |
| I-90/Adams Co Line to Spokane Co Line Bridge Repairs | WSDOT - Eastern Region | \$11,515,000 | \$11,750,000 |
| I-5 SB 88th St to SR 531 SB On Ramp Vicinity - Paving | WSDOT - Northwest Region | \$3,650,000 | \$3,725,000 |
| I-90 / 448th Ave SE to W Summit Rd EB -Rehab Concrete | WSDOT - South Central Region | \$22,308,000 | \$27,709,000 |
| I-90/Floating Bridges - Replace Anchor Cables | WSDOT - Northwest Region | \$5,929,000 | \$7,759,000 |
| SR 501/I-5 to SW 26th St Ext Vic Including Couplet - Paving | WSDOT - Southwest Region | \$1,769,000 | \$2,096,000 |
| Local/Regional Projects | | | |
| S Lander St Grade Separation and Railway Safety Project | City of Seattle | \$3,000,000 | \$123,000,000 |
| Pacific Highway E/54th Ave E Intersection Improvements | City of Fife | \$2,000,000 | \$9,262,000 |
| 142nd Ave & 24th St | City of Sumner | \$4,707,000 | \$6,418,000 |
| Bigelow Gulch - Forker Road Connector | Spokane County | \$5,872,000 | \$9,684,000 |
| Taylor Way Rehabilitation | City of Tacoma | \$8,895,000 | \$21,386,000 |
| Union Gap Regional Beltway Connector | City of Union Gap | \$1,990,000 | \$7,331,000 |
| SR 432 Corridor Improvements - Phase II | City of Longview | \$5,300,000 | \$9,500,000 |
| Barker Road/BNSF Grade Separation Project | City of Spokane Valley | \$6,000,000 | \$18,738,000 |
| US395/Ridgeline Drive Interchange | City of Kennewick | \$1,944,000 | \$23,750,000 |
| Total Investment | | \$89,491,000 | \$326,285,000 |

Freight Investment Plan

The 2017 Washington State Freight Investment Plan was included as Appendix A to the 2017 Washington State Freight System Plan. It was developed to guide investments that benefit freight transportation in Washington and to track recent freight funding investments. It describes key funding sources, networks eligible for funding, and projects identified on those networks.

National Highway Freight Program
Includes a list of priority, financially constrained projects and describes how available National Highway Freight Program (NHFP) funds would be invested and matched in Washington.

- Provides Washington with an estimated \$89 million from federal fiscal years 2016 to 2020 - not including the required match.

- Leverages nearly \$240 million in additional funding for freight related projects
- Identifies NHFP eligible projects that benefit the freight transportation system, aligned with federal and state transportation goals
- Designates Critical Urban Freight Corridor limit in Washington - 81.66 miles
- Designates Critical Rural Freight Corridor limit in Washington - 163.31 miles

MORE INFORMATION
Ron Pate
Rail, Freight, and Ports Division Director
360-705-6903
rpate@wsdot.wa.gov
<http://www.wsdot.wa.gov/freight/>

DECEMBER 2017

2017 Washington State Freight System Plan

KEEPING WASHINGTON VITAL AND COMPETITIVE THROUGH FREIGHT

Washington is the second most trade-dependent state per capita in the country. The freight system supports 1.41 million jobs in freight-dependent industries in Washington, with a gross business income of \$550.5 billion. It is vital to the economy of our state and country as it enhances our state and national economies, backs national defense support systems, directly sustains hundreds of thousands of jobs, and delivers the necessities of life to residents on a daily basis.

The Washington State Department of Transportation developed the 2017 Washington State Freight System Plan to ensure that the transportation system supports the continued development of trade and sustains economic growth through efficient freight movement. The plan incorporates recent freight planning efforts by WSDOT and partners, and meets federal and state planning requirements.

The plan provides:

- Details about the importance of freight to state, regional, and local economies
- Freight analysis of volumes and forecasts
- Performance measures
- Major freight trends, issues, and needs
- Strategies
- Investment plan

Freight and Trade Drive Washington's Economy

Washington is the second most trade-dependent state in the nation

- 11,352 small and medium-sized goods exporters
- \$126.8 billion in total imports and exports value

Freight-dependent industries have a major economic effect

- 1.41 million jobs in freight-dependent industries (wholesale/retail, manufacturing, construction, transportation, agriculture, forest products)
- \$550.5 billion in gross business income for freight-dependent sectors

The Freight Transportation System in Washington is Multimodal

Goods are shipped into, out of, within, and through Washington via:

- highways and roadways
- airports
- railroads
- pipelines
- waterways

OCTOBER - DECEMBER 2017
REPORT NO. 32

Tacoma/Pierce County HOV Program

WSDOT CULTURAL RESOURCE SUMMARY PREPARED FOR THE PUYALLUP TRIBE OF INDIANS

This document reports on the Washington State Department of Transportation's cultural resource activities within the following projects:

- I-5: Portland Avenue to Port of Tacoma Road - Northbound HOV, and subcontracts:
 - Stage 1
 - Clear Creek Mitigation Site
- I-5: Portland Avenue to Port of Tacoma Road - Southbound HOV

WSDOT provides this information on a quarterly basis to the Puyallup Tribe of Indians pursuant to the Memorandum of Agreement.

For more information, contact:
Lone Moody
Acting Project Engineer
360-412-3420
MoodyLo@wsdot.wa.gov

EXCAVATION CONTINUES ON HOV CONSTRUCTION PROJECTS

No Cultural Resources Found

Crews working for the Washington State Department of Transportation excavated at the job site for numerous activities. Per WSDOT's agreement with the Tribe, archaeological monitors were present during the work.

Excavation activities within the monitoring areas this quarter include:

- Removal of old retaining walls
- Excavation for scour protection on south levee
- Excavation for retaining wall
- Removal of fill materials placed for construction access

Excavation activities outside the monitoring areas this quarter include:

- Excavation for sidewalk and roadway on 27th Street
- Excavation for drainage structures in Fife

No new cultural resources were encountered or recorded during this period.

Washington State Department of Transportation

WSDOT'S COMMITMENT TO REDUCING MOTORCYCLE CRASHES ALONG SR 20

Motorcycles are involved in twenty percent of all crashes along the North Cascades Highway.*

Each year, 14 motorcycles are involved in an accident along the route, 4 of these involve either incapacitating injuries or fatalities.*

To keep motorcyclists safe, we urge everyone to share the road and be alert, and we are reminding motorcyclists to make themselves visible, to use DOT-compliant motorcycle helmets, to utilize scenic turnouts when fatigued, and to always ride sober.

In addition, WSDOT is implementing several safety improvements along the route that were identified in a 2016 study.

* Statistical data over a 5-year period from 2011 to 2016

North Cascades Highway

PLEASE RIDE SAFELY.

CONTACT US
Washington State Department of Transportation
North Central Region Traffic Office (Road Safety Audit Team)
1551 N Wenatchee Avenue
Wenatchee, WA 98801
509-667-3000
Adamsol@wsdot.wa.gov

MOTORCYCLE SAFETY & RIDER AWARENESS ALONG WASHINGTON STATE ROUTE 20

MOTORCYCLE CRASH TRENDS & CHARACTERISTICS BETWEEN SEDRO-WOOLLEY & OKANOGAN

PHOTOS

Digital photos are composed of tiny dots called pixels. The more dots per one-inch line, the sharper the image. An image that is 3" x 5" in size, at 72 dots per inch (dpi), is composed of 216 x 360 pixels. It may look reasonable at 5 inches wide, but if you enlarge it to 7 inches wide it still contains the same 216 x 360 dots but now there are only 51 dots per inch.

GENERAL PHOTO GUIDELINES

Using low-resolution photos for print can result in photos appearing out of focus or fuzzy. Digital cameras have a number of resolution settings that affect the quality of a digital image. Make sure your camera is set at a high-resolution and make any adjustments to photo resolution on a duplicate copy of your photo in photo manipulation software.

High-resolution photos can always be converted to low-resolution photos, but the reverse is not true without a drastic loss in image quality. For instance, a large photo can be sized down, but a very small photo simply cannot be made large.

If you are taking a photograph to be used in a publication, turn off the date and time stamp feature on your camera; otherwise, your material will become quickly dated and removing the stamp through Photoshop requires additional time and effort.

PHOTOGRAPHY STYLE

- Shoot images that are compelling and reflective of the work that WSDOT does for people using all modes of transportation.
- Avoid rehearsed images, photos should feel natural and unstaged. Simple and direct images are the best way to express who we are.
- Convey a sense of vitality. Use a variety of close-ups and wide shots, contrasting depths of field and carefully composed backgrounds.
- Represent racial, gender, age, ability/disability and professional diversity.
- Be aware of all the components of an image before shooting or using them in WSDOT publications.
- Avoid using images that are out of focus, low resolution, or darkly lit.



PRINTING PHOTOS

Most laser printers print at either 300 or 600 dpi. Generally, digital photos will still print well as low as 160 dpi to 240 dpi at actual size. Print colors can vary from printer to printer depending on how the printer is calibrated.

For print, the resolution of your photo is extremely important. A photo might look good on your screen or on a laser printer, but may not look sharp when offset printed. Scans and photographic images must be of sufficient resolution to print on a press with good results (300 dpi is the suggested minimum size).

Images for electronic or digital communications should be 72 dpi at full size.

COPYRIGHT


Do not use images you have downloaded from a search engine to use in any publication. The copyright on these images is owned by the photographer or company who took them, and therefore, illegal and unethical to use on WSDOT materials. Graphics can create maps for you to use in your presentations that are legal to use.


Photos can be downloaded from WSDOT's Flickr site at: www.flickr.com/photos/wsdot and graphic communications maintains an image library catalogued by topic.



GENERAL DESIGN DOS AND DON'TS

- DO** make sure you have a high contrast between text and a colored background
- DO NOT** use non-standard WSDOT colors for text or backgrounds
- DO NOT** use drop shadows on photos
- DO NOT** use drop shadows on text
- DO NOT** use photos as backgrounds or watermarks behind text
- DO** make sure ADA and Title VI information are included and up-to-date (see page 11)





Title of the Document

A SUB-TITLE CAN GO HERE IF THERE IS ONE

Intro gives a summary of what is expected from the article and it should work together with the headline and because of this it is almost always the best thing to place it just below the headline

Paragraph Body Style


quat, lorem non porttitor tincidunt, pede nisl lacinia dolor, tempus aliquet mi tortor non neque. In hac habitasse platea dictumst. In quis odio. Maecenas dictum est at augue. Nam et ante id elit tristique cursus. Curabitur ipsum tortor, iaculis eget, pellentesque eu, aliquam sed, dui. Maecenas tincidunt tortor. Nunc dui velit, porttitor vel, blandit at, scelerisque sed, diam.

Subhead

Phasellus ac odio non purus. Curabitur luctus. Integer eu mauris laoreet. Nulla sagittis placerat. Integer gestas lectus. Sapien scelerisque lacinia. Aliquam ante wisi, pharetra ultrices, vulputate eu. Aliquam sit amet, velit. In hac habitasse platea dictumst. Maecenas dictum, nulla a facilis tristique, sapien vel molestie risus, accumsan ligula.

Sidebar Title

Maecenas pellentesque diam in nunc. Nulla pretium, orci ut commodo viverra, neque orci gravida arcu. Sagittis luctus orci tellus ante. Vivamus eleifend bibendum sem. Donec lacus ante, vehicula a, adipiscing et, fermentum sed, eros. Cras tempus massa ac magna scelerisque lobortis. Phasellus justo quis diam tincidunt. Aliquam eu. Donec lacinia ante, vehicula a, adipiscing et, fermentum sed, eros. Cras tempus massa ac magna scelerisque lobortis.



Subhead

Maecenas pellentesque diam in nunc. Nulla pretium, orci ut commodo viverra, neque orci gravida arcu, sagittis luctus orci tellus ante. Vivamus eleifend bibendum sem. Donec lacus ante, vehicula a, adipiscing et, fermentum sed, eros. Aliquam ante wisi, pharetra ultrices, vulputate et, aliquam sit amet, velit. In hac habitasse platea dictumst. Maecenas dictum, nulla a facilis tristique, sapien vel molestie risus, vitae accumsan ligula.

MORE INFORMATION

First Last
Title Style
Region
 555-555-5555
email@wsdot.wa.gov

Americans with Disabilities Act (ADA) Information: This material can be made available in an accessible format by emailing the Office of Equal Opportunity at wsdotada@wsdot.wa.gov or by calling toll free, 855-362-4ADA(4232). Persons who are deaf or hard of hearing can request by calling the Washington State Relay at 711.

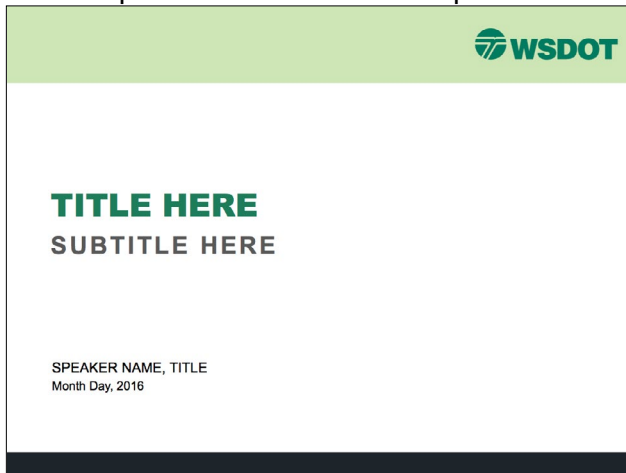
Title VI Notice to Public: It is the Washington State Department of Transportation's policy to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, or be otherwise discriminated against under any of its federally funded programs and activities. Any person who believes his/her Title VI protection rights have been violated may file a complaint with WSDOT's Office of Equal Opportunity (OEO). For additional information regarding Title VI complaint procedures and/or information regarding Title VI obligations, please contact OEO's Title VI Coordinator at (360) 705-7062.

POWERPOINT PRESENTATIONS

The WSDOT identity is built into the template. Conforming to standard colors, fonts, and logos that are agency approved supports the WSDOT brand. There are two styles that can be used.

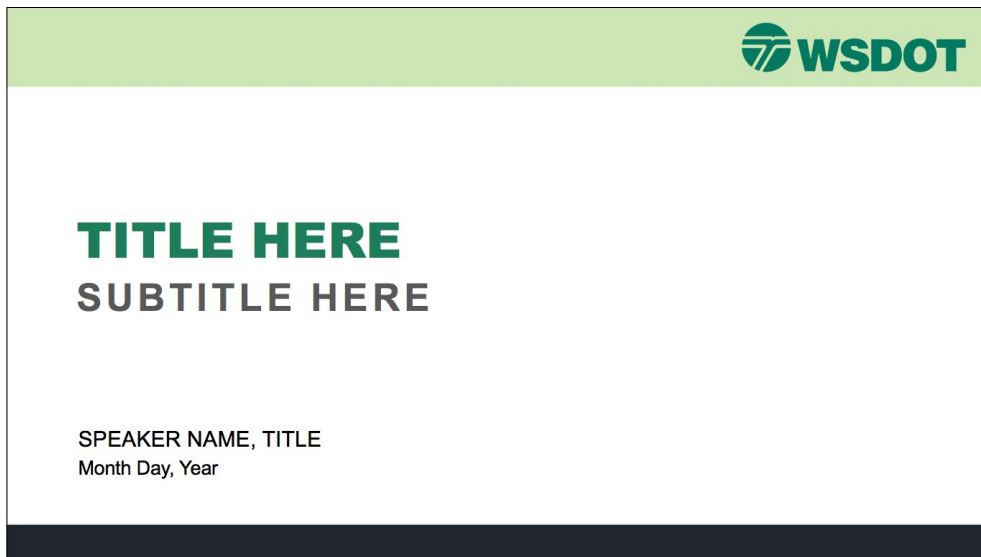
4:3 FORMAT

Best for presentations that will be printed



16:9 FORMAT

Default for PowerPoint, best for viewing on wide screens



USE THE RIGHT TYPE

- Use Arial.
- Don't use drop shadows, it makes text hard to read.
- Use liberal, consistent leading (line spacing) throughout.
- Titles, bullet lists, and paragraphs of text are left justified. In limited situations, some text can be centered.
- Size type appropriately. Headings are largest; subheads next in size, body text next, item descriptions and chart values smallest.

TIPS FOR DESIGNING PRESENTATIONS:

Keep text to a minimum

Slides are representative for the key points in a presentation, not the presentation itself. Text should highlight and reinforce what you're saying as you give your presentation. Do not use paragraphs of text.

Align text left or right

Centered text is harder to read and looks amateurish. Line up text to a right-hand or left-hand baseline – it looks better and will be easier to follow.

Avoid clutter

A headline, a few bullet points, maybe an image – anything more than that and you risk losing your audience as they sort it all out.

Use images sparingly

Only use images if they add important information or illustrate a point. Do NOT use clip art downloaded from the internet (see Copyright, p23). If illustrative art is needed, the graphics department can provide you with licensed or original artwork. Do not use images "just because." Poor images can be a distraction for your audience.

AGENCY VIDEO STANDARDS AND BEST PRACTICES

AGENCY STANDARDS

- Safety is my job**
 All employees in WSDOT videos (including the videographer) must wear required safety gear, i.e., hard hat, vest, etc. and follow WSDOT safety practices depending on the setting of the video (i.e. office, at a construction project, etc.).
- Agency branding**
 All videos and animations should be easily identified as a WSDOT product and include the standard agency opening, closing and transparent WSDOT acronym logo in the lower right-hand corner.¹
- Spokesperson name and title**
 The speaker's name and title should use the agency title standard, appear at the lower left bottom of the screen, and disappear after a 2-3 second duration.
- Closed captioning²**
 This is required of agency-produced videos to be compliant with the American Disability Act.
- Standard intro and outro**
[Use the standard agency opening and closing.](#)
 Exception: the standard intro and outro is not necessary for 'raw' or uncut footage and videos produced by WSDOT construction contractors (i.e. Seattle Tunnel Partners).
- Video credit**
 Traditionally known as a video credit, credits should be used only for any royalty free music or images that require credit for use. Do not use credits for WSDOT staff or offices.
- Engage your communicators early in the video process**
 Contact your communications staff for help with your video. Engage them and technical staff early to make sure your video is consistent with agency messaging and get help determining your goals, audience, scripting, visuals, editing, promotion,

distribution, etc.

Signed release

Be sure to have a video and photo release signed by video participants. If your video involves a contractor, check the contract as there may be implied consent. If other people are filmed while in a public location, a release is not necessary.

- Review and promote video**
 Send communications staff your video to review and work with communications staff to promote the final product.

BEST PRACTICES TO GUIDE VIDEO PRODUCTION

- Have a clear goal**
 Do not do a video to do a video. Have a clear goal and audience in mind. Talk to your communications staff to determine if video is the right tool to use based on your goals and audience.
- Your video intro**
 Intro should be short and conversational. Visually, the intro can show a spokesperson or some other shot related to the topic.
- Simple is best**
 Videos should have a clear message that you can state in a sentence. Keep on-screen graphics, props, animations and lengthy dialogue to a minimum.
- Short and sweet**
 Videos should be no more than 1 to 4-minutes long. Create separate videos if it is difficult to keep it to that timeframe. Longer videos do not perform well as viewers lose interest quickly. If the message or customer drives the need for longer videos (such as a training video), discuss it with your communications staff.
- Stay up-to-date**
 Stay up-to-date with video techniques, technologies, content types and what is popular with online audiences.

¹ If you are producing a video specifically for use by media, you can move the WSDOT acronym logo to the top right corner so that it isn't covered by the TV station's logo.

² An exception includes some internal training videos intended for specific audiences such as Washington State Ferries Deck, Engine, Terminal or Eagle Harbor staff. Captioning is not necessary, as employees cannot staff those positions if they are hearing impaired.

- **Inform, educate, entertain**

Three types of video are consistently popular on the web: informative, entertaining and educational. Informative and educational videos should be our focus.

- **Remember your audience**

Tailor your video to a specific audience in terms of language and style. Communicate and engage with them in a way they would appreciate.

- **Interview soundbites should be short**

Visually, determine if you want to show the speaker on-location or in an office environment.

- **Transitional title frames**

If necessary, short transitional subtitle frames can separate subtopics, locations, etc., throughout the video. Use the agency standard for transitional subtitle frames.

- **Sensitive Security Information (SSI)**

Videos and/or video logs should identify SSI information appropriately. Non-disclosure documents should be on file before authorization to review the video is approved. An example of this would be a training video for how to handle an active shooter incident at Washington State Ferries. This video contains SSI and staff that view the video should have non-disclosure agreements on file.

- **Include B-Roll to add visual interest**

These are simply shots of things that are visually interesting and simultaneously support and complement the voice-over, monologue or interview.

- **Maps/charts/diagrams**

Minimize the use of maps, charts and diagrams. Use of these tools depends on the message and what is needed for effective delivery. Maps/charts/diagrams should use the agency standard and color palette.

- **Captions**

The following provides ADA compliant captioning best practices: <https://www.digitalgov.gov/2014/06/30/508-accessible-videos-how-to-caption-videos>. YouTube and FaceBook have free caption services as part of their video upload feature. These free services do require time to

review and edit captions as needed.

KEY ELEMENTS THAT HELP US BE BETTER STORYTELLERS

- **Every story has a beginning, middle and end**

Map out your story in advance.

- **Emotion**

Give our audience a reason to care and a way to connect to the story. An emotion can give us a larger palette, making it possible to show not just concrete facts but the reality of the human experience.

- **Visual appeal**

Video stories need visual appeal. Some places, people and things are inherently more visually interesting. Everyday locations and activities can spring to life with fresh perspectives, angles and composition.

- **Action and movement**

Other media can describe or hint at motion, but only video can really show it. Processes, sequences and motions are made for video. Whether it is someone using, operating, creating or destroying something, video can reveal exactly what the process looks like and precisely how it works.

- **Audio is a crucial element of video**

Interview sound bites tell us what the people in our stories are thinking and doing. Ambient or location sound creates a sense of place. Natural sound punctuates actions and important moments. Narration ties everything together. Audio often sets the tempo and in many cases, determines how and when shots are edited together. Video is often edited to match audio, not the other way around. Some tips:

- Audio recorded too high becomes distorted. Audio recorded too low tends to drown in noise resulting in static and hum from other on-location sound sources.
- Never depend on the camera microphone to record anything more than the ambient sound.

- For interviews, always use a lavalier type microphone that is clipped to the person's clothing about mid-chest or use a boom microphone that is kept just out of the frame.
- Whenever recording audio, use headphones. You must verify the sound that you are recording will be good enough to use in your final production.
- Use professional audio equipment for narration. Narration recorded in an office or cubicle on an inexpensive computer microphone sounds bad. There are several professionally equipped narration studios at WSDOT that can be utilized upon request.

- **Editing**

When editing, use short clips

The best videos keep the audience engaged by consistent short cuts that are 3- to 7-seconds long. Nothing will lose an audience faster than a video that runs for a minute and has no edits. Mix it up, use B-roll and keep the eye moving.

- **Events and moments**

Video offers an unrivaled way to document unique moments in time. We should always look for ways to capture the things that only happen once.

- **People**

The most interesting stories involve people. Use WSDOT employees to provide a point of view. Draw the viewer into our realm. Do multiple takes so that repetition removes some of the uneasiness. Make sure that you have plenty of B-roll to use as cutaways when you have to edit the interview or narrative.

- **Newsworthiness**

Give our viewers something new, noteworthy, unusual or timely. Answer the question: why should I care?

- **Settings and locations**

Consider where to shoot your video and the

opportunities and challenges related to it. Consider different types of shots. Wide shots —sweeping views that establish a scene — can tell where a story takes place and convey the size and purpose of a location or project. Medium shots and close-ups can reveal detail and texture providing a sense of a location's age, condition, energy and character.

- **Lighting**

Make sure lighting is a consideration when shooting video.

- **Stability**

Use video camera stabilizers like tripods when necessary to minimize bumpy video. Some software can stabilize footage after the fact such as After Effects and Adobe Premier.

ONCE YOUR VIDEO IS COMPLETE

- **Work with your regional or project communicators to promote**

Regional, program, project and mode communicators will review videos for audio and visual quality.

- **Post to YouTube**

Email webhelp@wsdot.wa.gov with a title and description to upload your video to YouTube.

- **Generate more views and conversation about your video**

Work with your communicators to determine how you can promote your video using the web and social media.

- **Create and/or maintain a video log**

Create or maintain a video log so that videos can be easily cataloged and retrieved in the event of audits or public disclosure requests. Video creators maintain their own record of the original video copies.

ADA AND TITLE VI INFORMATION

By law, both ADA and Title VI information is required on ALL publications that WSDOT produces.

This enables WSDOT to fulfill its commitment to taking those affirmative action steps which will ensure equitable participation in our business and employment opportunities without regard to race, color, religion, sex, national origin, age, disability, veteran status, marital status or sexual orientation.

WHAT IS ADA?

The Americans with Disability Act (ADA) is federal legislation that opens up services and employment opportunities to Americans with disabilities. The law is intended to eliminate illegal discrimination and level the playing field for individuals with disabilities.

WHAT IS TITLE VI?

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, sex or national origin in programs or activities receiving federal financial assistance.

To get this language in an electronic format that you can cut and paste directly into your folios, go to the Title VI and ADA Language for Publications site:

<http://www.wsdot.wa.gov/EqualOpportunity/titlevi.htm>

ACCESSIBILITY NOTE:

Design decisions should consider persons who have visual disabilities or are colorblind. While it's not possible to make all of our materials without using red, green or blue, by taking color blindness into consideration we can use different values to create contrast and make materials more readable for those with disabilities.

For more information and tips for making print more readable, visit the [American Foundation for the Blind](http://www.afb.org/info/reading-and-writing/making-print-more-readable/35).

<http://www.afb.org/info/reading-and-writing/making-print-more-readable/35>

FOR MORE INFORMATION

Contact WSDOT Graphics for questions or guidance:

graphics@wsdot.wa.gov

Americans with Disabilities Act (ADA) Information: This material can be made available in an alternate format by emailing the Office of Equal Opportunity at wsdotada@wsdot.wa.gov or by calling toll free, 855-362-4ADA(4232). Persons who are deaf or hard of hearing may make a request by calling the Washington State Relay at 711.

Title VI Notice to Public: It is the Washington State Department of Transportation's (WSDOT) policy to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities. Any person who believes his/her Title VI protection has been violated, may file a complaint with WSDOT's Office of Equal Opportunity (OEO). For additional information regarding Title VI complaint procedures and/or information regarding our non-discrimination obligations, please contact OEO's Title VI Coordinator at (360) 705-7090.